communications division

branding guidelines

unrwa
الاونروا

1. Introduction: The Importance of Branding 5

Building a global brand 6
Universal standards 6
Brand architecture 6
External communication 6
Speaking with one voice 6

2. UNRWA's Graphic Identity 7
A. Graphic identity 8
1. UNRWA logo 8
2. Fonts 10
B. UNRWA summary 10
C. Templates 11
1. Stationery 12
a. Letterheads 12
b. Envelopes 13
c. Business cards 14
d. Email signatures 15
2. Publications 16
a. Media kits 16
b. Newsletters 17
c. Fact sheets 20
d. Brochures guide 22
e. CDs 25
f. CD sleeves 26
3. Event branding 27
a. Repeating backdrop 27
b. Podium front 27
c. T-Shirts 28
4. Installation branding 29
a. School sign 29
b. Clinic sign 29
c. Office sign 29
D. Photography 30
1. Imagery 30
2. UNRWA photos 33
E. Powerpoint 36
F. Audiovisual branding 37

Full branding kit: DVD index 39

Branding Guidelines

This document outlines the branding guidelines for the United Nations Relief and Works Agency (UNRWA). It sets the standard for the design of all UNRWA publications and public communications.

The guidelines in this manual are compulsory for all Agency employees and contractors producing communications materials.

All templates, logos, fonts and high resolution photos presented in these guidelines have been included in the accompanying DVD. They are also available on the UNRWA intranet (intranet.unrwa.org).

The templates have been designed to be used in conjunction with Adobe InDesign CS. The accompanying branding kit contains files for use with CS5.5, files for use with earlier versions of CS, and easy-to-use jpegs.

For a more comprehensive set of tips on communications for UN agencies, refer to UNDP's communications toolkit: http://web.undp.org/comtoolkit/reaching-the-outside-world/outside-world-tools.shtml

1. Introduction

The Importance of Branding

Building a global brand

These guidelines will significantly improve the visual presentation of publications, fact sheets, and other common communications, as well as standardise stationery and business cards. It provides guidelines and templates for the design of materials. It will help the Agency project a more unified image that creates instant recognition.

Universal standards

It is not only written words, but photos, colors, typography, and layout that all contribute to creating an effective message.

Because the Agency's work is so diverse and decentralised, there is a risk that all the communications materials continually produced in different fields and for different projects will look completely different from each other. These practices dilute the effectiveness of our communications, and are a barrier to building a globally recognisable brand.

While there is a need for flexibility and communications that are adapted to appeal to different audiences, the universal standards set by this document will ensure that all our communications have some basic things in common; like individual members of the same family.

These guidelines set the official universal standards for any communications by the UNRWA 'family.' Eventually, audiences all over the world will be able to look at any communication and instantly know it was produced by UNRWA.

Brand architecture

Articulating a clear, concise, and consistent message is central to developing a global brand.

Having a standard way to talk about the Agency is just as important as consistently using the same identity. While each field and programme is unique, there are many cross-cutting elements that define UNRWA's work throughout all five fields. **It is important that we speak with one voice.**

A writing style guide is available on the accompanying DVD: please use it.

External communication

In general, UNRWA's work is unfamiliar to those not working in development. To spread awareness, it is critical to unify and simplify our message. Here are a few messaging tips:

- Focus on UNRWA assistance and its end result; not the Agency as an institution
- Avoid mentioning internal organisational structures (eg Communications Division)
- Don't promote or 'brand' individual divisions and offices
- Don't develop programme/project logos that compete with the UNRWA identity
- Avoid development jargon and acronyms (eg DERC or WBFO)
- Showcase successes

Speaking with one voice

The first step in building a global brand is developing a visual identity that is used consistently on all communications: the UNRWA logo.

Fields, programmes and projects may not create individual logos or separate identities. This diminishes our recognition as a global organisation.

UNRWA is one Agency; we have one identity, one brand.

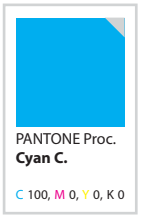
2. UNRWA's Graphic Identity

A. Graphic identity

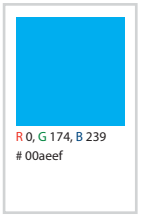
1. UNRWA logo:

Below is the **standard logo for UNRWA.** It is to be used **to mark all programmes, projects, activities, and public communications** that require acknowledgement of UNRWA. This is the **official and preferred logo layout.**

Please note that the new logo uses the standard **UNRWA blue**. It is **pantone colour number Cyan 100 (C:100, M: 0, Y: 0, K: 0),** and **Adobe Indesign/Photoshop number #00aeef.**



For the internet the logo uses the **RGB** formula. **(R 0, G 174, B 239).**



The new UNRWA logo is to be used from now on ALL UNRWA publications.
Other approved variations by aspect, color and language (shown on the next page) are available for specific design needs.

Use of the UN name and logo is restricted based on General Assembly Resolution 91(I), 1946.

Use of UNRWA's logo in any partnering arrangements or in joint publications should be cleared by the Department of Legal Affairs: a.segall@unrwa.org.

Variations on the logo

The UNRWA logo (United Nations emblem with Agency acronym) must appear prominently on all publications.

The UNRWA wordmark (stylised "United Nations Relief and Works Agency for Palestine Refugees") should appear elsewhere on the same publication, either at the bottom or the reverse side, but not adjacent to the logo.

united nations relief and works agency
for palestine refugees in the near east

وكالة الأمم المتحدة لإغاثة وتشغيل
اللاجئين الفلسطينيين في الشرق الأدنى

united nations relief and works agency
for palestine refugees in the near east

وكالة الأمم المتحدة لإغاثة وتشغيل
اللاجئين الفلسطينيين في الشرق الأدنى

united nations relief and works agency
for palestine refugees in the near east

وكالة الأمم المتحدة لإغاثة وتشغيل
اللاجئين الفلسطينيين في الشرق الأدنى

united nations relief and works agency
for palestine refugees in the near east

وكالة الأمم المتحدة لإغاثة وتشغيل
اللاجئين الفلسطينيين في الشرق الأدنى

united nations relief and works agency
for palestine refugees in the near east

وكالة الأمم المتحدة لإغاثة وتشغيل
اللاجئين الفلسطينيين في الشرق الأدنى

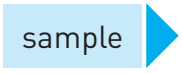
united nations relief and works agency
for palestine refugees in the near east

وكالة الأمم المتحدة لإغاثة وتشغيل
اللاجئين الفلسطينيين في الشرق الأدنى

2. Fonts

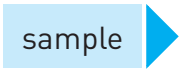
The recomended fonts to be used in all publications in English are:

DIN for headings
Myriad for text body



The recomended fonts to be used in all publications in Arabic are:

GE SS Two for headings
Winsoft Pro for text body



B. UNRWA Summary

Where there is room, UNRWA publications should also include this brief summary of the Agency's activities:

About UNRWA
UNRWA is a United Nations agency established by the General Assembly in 1949 and is mandated to provide assistance and protection to a population of some [INSERT FIGURE] registered Palestine refugees. Its mission is to help Palestine refugees in Jordan, Lebanon, Syria, West Bank and the Gaza Strip to achieve their full potential in human development, pending a just solution to their plight. UNRWA's services encompass education, health care, relief and social services, camp infrastructure and improvement, microfinance and emergency assistance. UNRWA is funded almost entirely by voluntary contributions.

معلومات عن الاونروا
تأسست الأونروا كوكالة تابعة للأمم المتحدة بقرار من الجمعية العامة في عام ١٩٤٩، وتم تفويضها بتقديم المساعدة والحماية لما مجموعه [أدخل الرقم] من لاجئي فلسطين المسجلين لديها. وتقتضي مهمتها بتقديم المساعدة للاجئي فلسطين في الأردن وسورية ولبنان وسورية والضفة الغربية وقطاع غزة ليتمكنوا من تحقيق كامل إمكاناتهم في مجال التنمية البشرية وذلك إلى أن يتم التوصل لحل عادل لمحنتهم. وتشتمل خدمات الأونروا على التعليم والرعاية الصحية والإغاثة والخدمات الاجتماعية والبنية التحتية وتحسين المخيمات والإقراض الصغير والمساعدة الطارئة. ويتم تمويل الأونروا بالكامل تقريبا من خلال التبرعات الطوعية.

Please note: the figure for the refugee population is recalculated every six months. Check the biannual document 'UNRWA in Figures' for the latest figure.

C. Templates

The following are the standard UNRWA templates for all publications.

1. Stationery
   a. Letterheads
   b. Envelopes
   c. Business cards

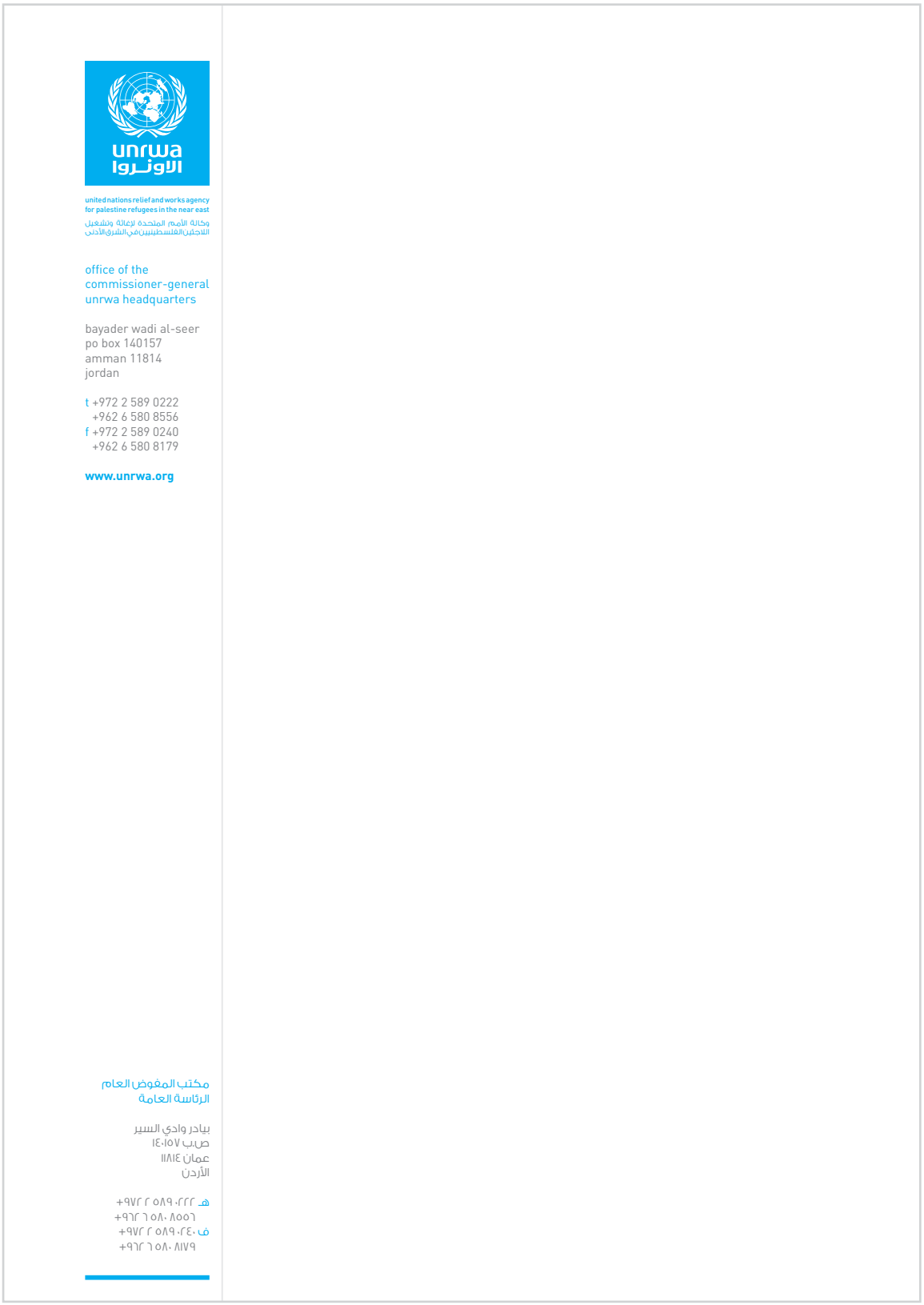
2. Publications
   a. Media kit
   b. Newsletters
   c. Fact sheets
   d. Brochures guide
   e. CDs
   f. CD sleeves

3. Event branding
   a. Repeating backdrop
   b. Podium front
   c. T-Shirts

1. Stationery

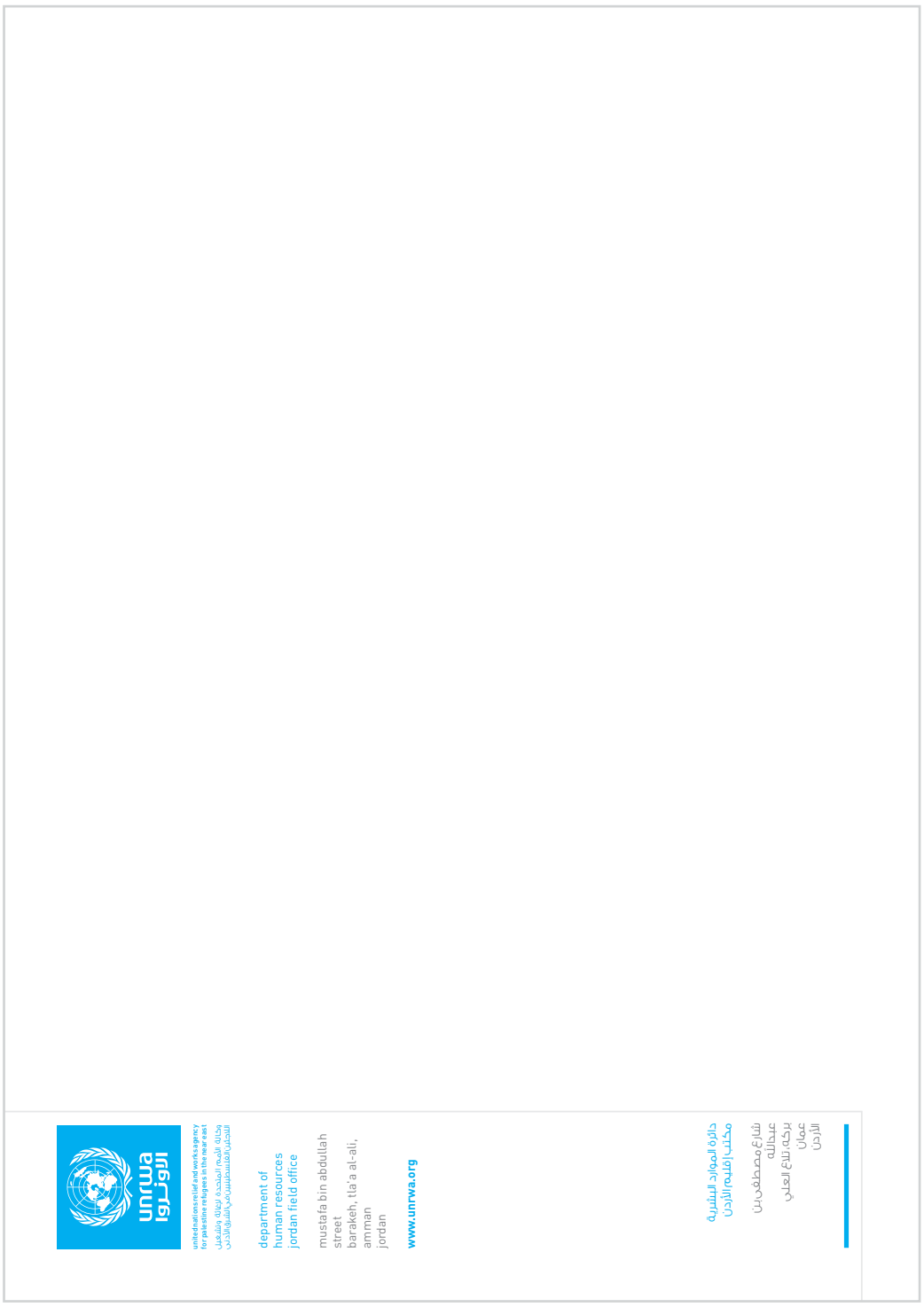
a. Letterheads

Letterheads according to field/HQ and department are available on the UNRWA intranet (intranet.unrwa.org).



b. Envelopes

Size: A4



c. Business cards

This is the official layout for all UNRWA business cards. The logo, colours, fonts and lettering must be adhered to.

Name and contact details presented in one column and following colour scheme
All letters in lower-case (no capitals!)
unrwa
الاونروا
united nations relief and works agency for palestine refugees in the near east
john smith
finance officer
department of finance
west bank field office
po box 19149
east jerusalem 91191
www.unrwa.org
t +972 2 589 0000, f +972 2 589 0000
m +972 54 000 0000, +972 59 000 000
j.smith@unrwa.org
وكالة الأمم المتحدة لإغاثة وتشغيل
اللاجئين الفلسطينيين في الشرق الأدنى
unrwa
الاونروا
جون سميث
المدير المالي
الدائرة المالية
الضفة الغربية
ص.ب ١٩١٤٩
القدس الشرقية ٩١١٩١
www.unrwa.org
هـ ٠٠٠٠ ٠٠٠ ٢ ٩٧٢+، ف ٠٠٠٠ ٠٠٠ ٢ ٩٧٢+
م ٠٠٠٠ ٠٠٠ ٥٤ ٩٧٢+ ، ٠٠٠٠ ٠٠٠ ٥٩ ٩٧٢+
j.smith@unrwa.org

Specifications:

Size: **9 cm x 5 cm**
Paper type: **Chromo**
Paper weight: **350 g**
Lamination: **Matt double sided**

d. Email signatures

This is the official layout for all UNRWA email signatures. The logo, colours, fonts and lettering must be adhered to.

Name and title in first line
Name of agency, department and duty station
Key contact details
John Smith | Finance Officer
UNRWA | Department of Finance | West Bank
+972 2 589 000 | +972 54 000 0000 | j.smith@unrwa.org

Specifications:

Font size: **10**
Font type: **Arial**
Colour: **Standard UNRWA blue: R 0, G 174, B 239 (see Graphic Identity section)**

2. Publications*

a. Media kits

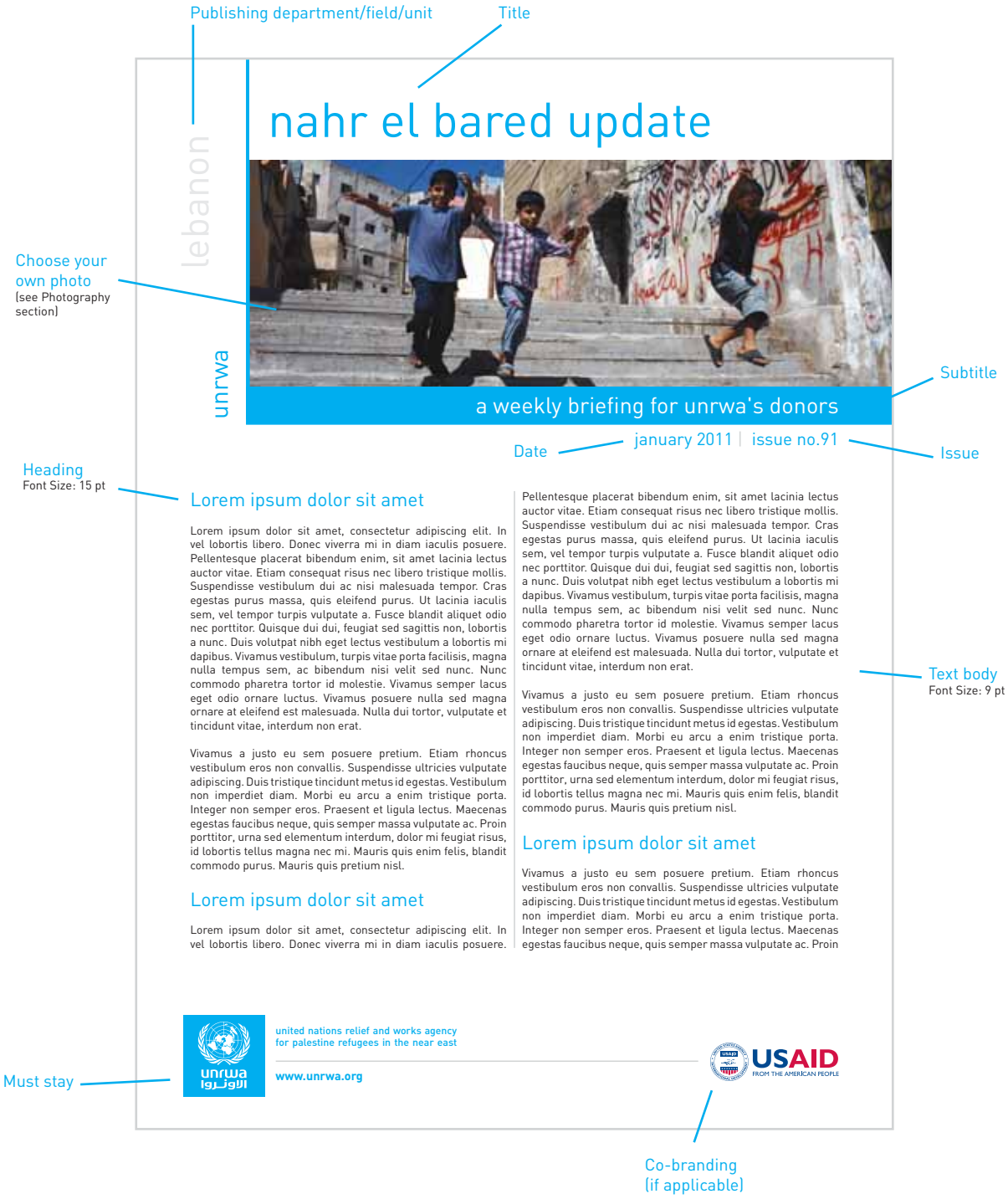
This is the standard design for UNRWA media kits. Publishers can add their own contact details. All other elements should be kept as in this original design.

Specifications:

Size when folded:	**22 cm x 30.5 cm**
Paper type:	**Chromo**
Paper weight:	**300 g**
Lamination:	**Matt**

b. Newsletters

As part of the newsletter template, various elements such as graphs and charts have been designed for use as applicable.


Publishing department/field/unit
Title
lebanon
unrwa
nahr el bared update
Choose your own photo
(see Photography section)
Subtitle
a weekly briefing for unrwa's donors
Date
january 2011 | issue no.91
Issue
Heading
Font Size: 15 pt
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vel lobortis libero. Donec viverra mi in diam iaculis posuere. Pellentesque placerat bibendum enim, sit amet lacinia lectus auctor vitae. Etiam consequat risus nec libero tristique mollis. Suspendisse vestibulum dui ac nisi malesuada tempor. Cras egestas purus massa, quis eleifend purus. Ut lacinia iaculis sem, vel tempor turpis vulputate a. Fusce blandit aliquet odio nec porttitor. Quisque dui dui, feugiat sed sagittis non, lobortis a nunc. Duis volutpat nibh eget lectus vestibulum a lobortis mi dapibus. Vivamus vestibulum, turpis vitae porta facilisis, magna nulla tempus sem, ac bibendum nisi velit sed nunc. Nunc commodo pharetra tortor id molestie. Vivamus semper lacus eget odio ornare luctus. Vivamus posuere nulla sed magna ornare at eleifend est malesuada. Nulla dui tortor, vulputate et tincidunt vitae, interdum non erat.
Vivamus a justo eu sem posuere pretium. Etiam rhoncus vestibulum eros non convallis. Suspendisse ultricies vulputate adipiscing. Duis tristique tincidunt metus id egestas. Vestibulum non imperdiet diam. Morbi eu arcu a enim tristique porta. Integer non semper eros. Praesent et ligula lectus. Maecenas egestas faucibus neque, quis semper massa vulputate ac. Proin porttitor, urna sed elementum interdum, dolor mi feugiat risus, id lobortis tellus magna nec mi. Mauris quis enim felis, blandit commodo purus. Mauris quis pretium nisl.
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vel lobortis libero. Donec viverra mi in diam iaculis posuere.
Pellentesque placerat bibendum enim, sit amet lacinia lectus auctor vitae. Etiam consequat risus nec libero tristique mollis. Suspendisse vestibulum dui ac nisi malesuada tempor. Cras egestas purus massa, quis eleifend purus. Ut lacinia iaculis sem, vel tempor turpis vulputate a. Fusce blandit aliquet odio nec porttitor. Quisque dui dui, feugiat sed sagittis non, lobortis a nunc. Duis volutpat nibh eget lectus vestibulum a lobortis mi dapibus. Vivamus vestibulum, turpis vitae porta facilisis, magna nulla tempus sem, ac bibendum nisi velit sed nunc. Nunc commodo pharetra tortor id molestie. Vivamus semper lacus eget odio ornare luctus. Vivamus posuere nulla sed magna ornare at eleifend est malesuada. Nulla dui tortor, vulputate et tincidunt vitae, interdum non erat.
Text body
Font Size: 9 pt
Vivamus a justo eu sem posuere pretium. Etiam rhoncus vestibulum eros non convallis. Suspendisse ultricies vulputate adipiscing. Duis tristique tincidunt metus id egestas. Vestibulum non imperdiet diam. Morbi eu arcu a enim tristique porta. Integer non semper eros. Praesent et ligula lectus. Maecenas egestas faucibus neque, quis semper massa vulputate ac. Proin porttitor, urna sed elementum interdum, dolor mi feugiat risus, id lobortis tellus magna nec mi. Mauris quis enim felis, blandit commodo purus. Mauris quis pretium nisl.
Lorem ipsum dolor sit amet
Vivamus a justo eu sem posuere pretium. Etiam rhoncus vestibulum eros non convallis. Suspendisse ultricies vulputate adipiscing. Duis tristique tincidunt metus id egestas. Vestibulum non imperdiet diam. Morbi eu arcu a enim tristique porta. Integer non semper eros. Praesent et ligula lectus. Maecenas egestas faucibus neque, quis semper massa vulputate ac. Proin
Must stay
unrwa
الاونروا
united nations relief and works agency
for palestine refugees in the near east
www.unrwa.org
USAID
FROM THE AMERICAN PEOPLE
Co-branding
(if applicable)

Lorem ipsum dolor sit amet

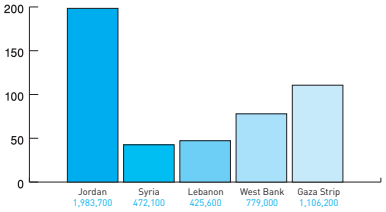
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vel lobortis libero. Donec viverra mi in diam iaculis posuere. Pellentesque placerat bibendum enim, sit amet lacinia lectus auctor vitae. Etiam consequat risus nec libero tristique mollis. Suspendisse vestibulum dui ac nisi malesuada tempor. Cras egestas purus massa, quis eleifend purus. Ut lacinia iaculis sem, vel tempor turpis vulputate a. Fusce blandit aliquet odio nec porttitor. Quisque dui dui, feugiat sed sagittis non, lobortis a nunc. Duis volutpat nibh eget lectus vestibulum a lobortis mi dapibus. Vivamus vestibulum, turpis vitae porta facilisis, magna nulla tempus sem, ac bibendum nisi velit sed nunc. Nunc commodo pharetra tortor id molestie. Vivamus semper lacus eget odio ornare luctus. Vivamus posuere nulla sed magna ornare at eleifend est malesuada. Nulla dui tortor, vulputate et tincidunt vitae, interdum non erat.

Vivamus a justo eu sem posuere pretium. Etiam rhoncus vestibulum eros non convallis. Suspendisse ultricies vulputate adipiscing. Duis tristique tincidunt metus id egestas. Vestibulum non imperdiet diam. Morbi eu arcu a enim tristique porta. Integer non semper eros. Praesent et ligula lectus. Maecenas egestas faucibus neque, quis semper massa vulputate ac. Proin porttitor, urna sed elementum interdum, dolor mi feugiat risus, id lobortis tellus magna nec mi. Mauris quis enim felis, blandit commodo purus. Mauris quis pretium nisl.

Vestibulum in lorem urna, nec porta purus. Curabitur luctus auctor nibh a ornare. Nullam et massa erat, non cursus urna. Aenean gravida volutpat urna eget vehicula. Nunc accumsan, elit ac laoreet tincidunt, augue orci sagittis diam, sit amet vestibulum arcu nisi et purus. Nunc adipiscing semper leo eu ullamcorper. Aliquam adipiscing lacus ut lacus ultricies fringilla. Sed nec odio ante. Curabitur molestie vehicula nisl, ut tempor elit vulputate nec. Fusce gravida orci vitae ipsum laoreet tristique. Nam a eros mauris, a feugiat augue. Praesent nec nulla nec mi laoreet mollis. Sed non imperdiet magna. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur convallis erat vitae risus tincidunt eget mollis nibh euismod. Suspendisse tempor suscipit suscipit. Curabitur luctus venenatis velit eleifend malesuada. Aenean accumsan dolor nec tellus dignissim imperdiet. Praesent ac velit lectus, id mollis elit.

Engaging photos to break up text
(see Photography section)

Registered refugees (by country)



Graphs should follow this style

Fusce eget lorem nulla. Vestibulum et tellus lectus. Aliquam erat volutpat. Pellentesque pretium cursus condimentum. Integer feugiat elementum ligula eget accumsan. Nunc ultrices diam at metus tincidunt eu vulputate risus imperdiet. Nullam ac lacus eu odio sodales imperdiet in nec nisi. Cras a

At a glance / Announcement

- 4 ,766,700 registered refugees
- 58 recognised refugee camps
- 29 per cent of refugees live in camps
- 30,600 staff
- 691 schools
- 137 primary health care clinics

as of December 2009

This box can be used to highlight important information, eg announcements

unrwa الاونروا

united nations relief and works agency
for palestine refugees in the near east

www.unrwa.org

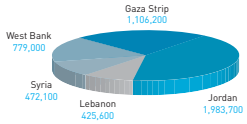
USAID
FROM THE AMERICAN PEOPLE

Co-branding
(if applicable)

Lorem ipsum dolor sit amet

Consectetur adipiscing elit. In vel lobortis libero. Donec viverra mi in diam iaculis posuere. Pellentesque placerat bibendum enim, sit amet lacinia lectus auctor vitae. Etiam consequat risus nec libero tristique mollis. Suspendisse vestibulum dui ac nisi malesuada tempor. Cras egestas purus massa, quis eleifend purus. Ut lacinia iaculis sem, vel tempor turpis vulputate a. Fusce blandit aliquet odio nec porttitor. Quisque dui dui, feugiat sed sagittis non, lobortis a nunc. Duis volutpat nibh eget lectus vestibulum a lobortis mi dapibus. Vivamus vestibulum, turpis vitae porta facilisis, magna nulla tempus sem, ac bibendum nisi velit sed nunc. Nunc commodo pharetra tortor id molestie. Vivamus semper lacus eget odio ornare luctus. Vivamus posuere nulla sed magna ornare at eleifend est malesuada. Nulla dui tortor, vulputate et tincidunt vitae, interdum non erat.

Registered refugees (by country)



Pie charts should follow this style

Vivamus a justo eu sem posuere pretium. Etiam rhoncus vestibulum eros non convallis. Suspendisse ultricies vulputate adipiscing. Duis tristique tincidunt metus id egestas. Vestibulum non imperdiet diam. Morbi eu arcu a enim tristique porta. Integer non semper eros. Praesent et ligula lectus. Maecenas egestas faucibus neque, quis semper massa vulputate ac. Proin porttitor, urna sed elementum interdum, dolor mi feugiat risus, id lobortis tellus magna nec mi. Mauris quis enim felis, blandit commodo purus. Mauris quis pretium nisl.

Vestibulum in lorem urna, nec porta purus. Curabitur luctus auctor nibh a ornare. Nullam et massa erat, non cursus urna. Aenean gravida volutpat urna eget vehicula. Nunc accumsan, elit ac laoreet tincidunt, augue orci sagittis diam, sit amet vestibulum arcu nisi et purus. Nunc adipiscing semper leo eu ullamcorper. Aliquam adipiscing lacus ut lacus ultricies fringilla. Sed nec odio ante. Curabitur molestie vehicula nisl, ut tempor elit vulputate nec. Fusce gravida orci vitae ipsum laoreet tristique. Nam a eros mauris, a feugiat augue. Praesent nec nulla nec mi laoreet mollis. Sed non imperdiet magna. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur convallis erat vitae risus tincidunt eget mollis nibh euismod. Suspendisse tempor suscipit suscipit. Curabitur luctus venenatis velit eleifend malesuada. Aenean accumsan dolor nec tellus dignissim imperdiet. Praesent ac velit lectus, id mollis elit.

Ut id orci et libero pharetra consectetur vel quis nibh. Morbi convallis, urna id semper posuere, tortor est porta mauris, non cursus orci lacus sodales ante. Cras porttitor turpis id odio sodales euismod. Praesent sodales, leo at fringilla aliquam, ligula nibh molestie metus, eget suscipit orci urna ac augue. In hac habitasse platea dictumst. Vivamus eget magna nibh. Sed dapibus lacus nec ipsum pretium laoreet. Mauris quis felis purus. Ut semper imperdiet laoreet. Aliquam erat volutpat. Sed eu lacus ac neque accumsan placerat eu in massa. Suspendisse suscipit elit sit amet arcu eleifend auctor. Proin sit amet nunc neque. Cras vitae sapien neque, quis consequat sapien. Suspendisse ut enim eget nisl cursus bibendum sed sed velit. In purus tortor, posuere et euismod quis, condimentum quis augue. Praesent tincidunt, sapien ut congue semper, erat urna ullamcorper dui, id lobortis turpis nisl a magna. Proin dictum, eros in molestie pellentesque, quam eros cursus quam, in rhoncus metus metus a dui. Sed libero sem, fringilla convallis euismod non, dignissim vitae odio.

Fusce eget lorem nulla. Vestibulum et tellus lectus. Aliquam erat volutpat. Pellentesque pretium cursus condimentum. Integer feugiat elementum ligula eget accumsan. Nunc

united nations relief and works agency
for palestine refugees in the near east

www.unrwa.org

Co-branding (if applicable)

Explanatory UNRWA blurb

UNRWA provides assistance, protection and advocacy for some 4.7 million registered Palestine refugees in Jordan, Lebanon, Syria and the occupied Palestinian territory, pending a solution to their plight. The Agency's services encompass education, health care, social safety-net, camp infrastructure and improvement, community support, microfinance and emergency response, including in times of armed conflict.
Through these services UNRWA strives to help Palestine refugees achieve a decent standard of living, long and healthy lives, knowledge and skills and full enjoyment of human rights. These goals are formulated according to the UN criteria for human development.

Contact details

contact details

c. Fact sheets

As part of the fact sheet template various elements such as graphs and charts have been designed for use as applicable.

Publishing department/field/unit

Choose your own photo
(see Photography section)

about unrwa

Title

about unrwa

Information presented in short bullet points

Introduction covering main points of fact sheet

UNRWA, the UN Agency for Palestine refugees, assists a population of some 4.7 million refugees in the Middle East. UNRWA's mission is to create opportunities for refugees to become self-reliant and productive members of their communities.

UNRWA's services are designed to help Palestine refugees acquire knowledge and skills, live healthy lives, achieve a decent standard of living, and enjoy their human rights to the fullest. The Agency's human development work is about alleviating and reversing the deprivations that refugees face.

Operating in Jordan, Lebanon, Syria and the occupied Palestinian territory including East Jerusalem, UNRWA's range of services covers education, health care, relief and social services, community support, rehabilitation of camp infrastructure, microfinance programmes, and emergency assistance, including in times of armed conflict.

UNRWA's role in the context of the Middle East

- UNRWA is mandated by the United Nations General Assembly to provide humanitarian assistance to Palestine refugees. Its mission of support to the refugees will no longer be required when the refugee issue is resolved in a just and lasting manner.
- Pending such a resolution, UNRWA's role exerts a constructive, stabilising influence for security in the region and counters the socio-economic conditions that can be exploited by extreme elements.
- UNRWA's programmes help to create positive socio-economic conditions and to promote self-reliance among refugees in the societies where they currently reside, pending a just settlement of the Arab-Israeli conflict.
- Through human rights education and other programmes, UNRWA helps to advance the understanding and dissemination of democratic values, including tolerance for diversity and opposing views, peaceful resolution of disputes and respect for human rights and dignity for all. These values counter narratives of violence, helping instead to establish the ethos of peaceful co-existence.

Self-sufficiency, poverty alleviation and equal opportunity

UNRWA:

- Promotes self-sufficiency by educating refugees and equipping them with training, skills and developmental resources to lead productive lives.
- Educates half a million children in the Middle East.
- Provides vocational training to more than 6,400 young people.
- Prepares thousands of young refugees to compete in job markets, through life and job skills training programmes.
- Provides equal educational and skills-training opportunities for girls and women.
- Partners with the private and public sectors to create jobs for refugees.
- Combats gender discrimination and violence, and promotes the full inclusion and freedom of girls and women.
- Provides preventive health care and family planning and neonatal services.

unrwa الأونروا

united nations relief and works agency
for palestine refugees in the near east

www.unrwa.org

USAID FROM THE AMERICAN PEOPLE

Co-branding (if applicable)

UNRWA's website address

Specifications:

Size:	**A4**
Paper type:	**Chromo**
Paper weight:	**350 g**
Lamination:	**Matt double sided**

about unrwa

This box can be used to highlight important information e.g. at a glance statistics

UNRWA's award-winning micro finance programme:

- Mitigates the conditions of poverty and creates opportunities for self-supporting economic activity.
- Promotes economic development in the most deprived communities in the Middle East.
- Creates and sustains jobs to help people pull themselves out of poverty.

At a glance

- 4 ,766,700 registered refugees
- 58 recognised refugee camps
- 29 per cent of refugees live in camps
- 30,600 staff
- 691 schools
- 137 primary health care clinics

as of December 2009

Human rights

UNRWA:

- Works to disseminate core democratic values: respect for human rights, cooperation and peace building, and protection of the most vulnerable members of society.
- Promotes non-violence and conflict resolution as part of its human rights and tolerance school curriculum.
- Assists the organisation of student councils in schools, which encourage democratic. participation, especially amongst girls, and the practical application of international values.

Neutrality

- Neutrality is essential for UNRWA's ability to implement its humanitarian mission.

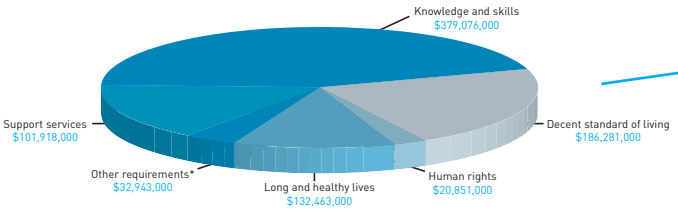
UNRWA therefore:

- Implements a strict "no politics" policy.
- Where any staff are found to have engaged in activities incompatible with UNRWA's neutrality regulations, disciplinary action is taken up to and including dismissal from service.
- Inspects installations regularly for breaches of neutrality.
- UNRWA has no political or governance authority in any of its fields of operation.

Budget 2011

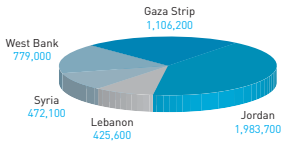
UNRWA relies on donations. The Agency currently faces an unprecedented shortfall in funds needed to provide its essential services.

*Including contingency requirements, area staff separation benefits, salary increase reserve, maintenance reserves. Excludes projects.

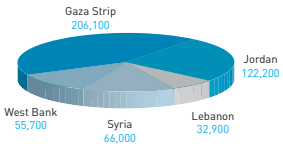


Pie charts should follow this style

Registered refugees (by country)



Pupil enrollment (by country)



Graphs should follow this style

unrwa الاونروا

united nations relief and works agency for palestine refugees in the near east

www.unrwa.org

USAID FROM THE AMERICAN PEOPLE

Co-branding (if applicable)

UNRWA provides assistance, protection and advocacy for some 4.8 million registered Palestine refugees in Jordan, Lebanon, Syria and the occupied Palestinian territory, pending a solution to their plight. The Agency's services encompass education, health care, social safety-net, camp infrastructure and improvement, community support, microfinance and emergency response, including in times of armed conflict.
Through these services UNRWA strives to help Palestine refugees achieve a decent standard of living, long and healthy lives, knowledge and skills and full enjoyment of human rights. These goals are formulated according to the UN criteria for human development.

UNRWA Representative Office, Washington D.C. | washingtondc@unrwa.org

Contact details

Explanatory UNRWA blurb

d. Brochures guide

A series of covers has been designed for all UNRWA booklets and brochures. On the following page is a diagram showing this series. UNRWA publications have been divided between informational and fundraising materials, and have been further subdivided according to type of publication.

The cover photo, title, publishing department/field/unit and date can be changed as necessary. All letters must be in lower case (**no capitals**). All other elements on the cover should be kept as in the template to ensure uniformity.

A single template for the back cover for all UNRWA publications has been designed. The publisher's address and contact details can be added on this template.

Publisher's name
All letters in lower case (no capitals)
Back cover photo should not be changed
communications division
Choose your own photo
(see Photography section)
Publisher's contact details
All letters must be in lower case (no capitals)
unrwa
الاونروا
دائرة العلاقات الخارجية والاتصال
الأونروا - القدس
العنوان البريدي: ص.ب ٩١٩٤٩، ٩١١٩١ القدس الشرقية
ت: القدس (+٩٧٢ ٢) ٥٨٩٠٢٢٤ ف: القدس (+٩٧٢ ٢) ٥٨٩٠٢٧٤
ت: غزة (+٩٧٢ ٨) ١٧٧٧٣٣٠ / ٧٥٧ ف: غزة (+٩٧٢ ٨) ١٧٧٧١٧
communications division
unrwa jerusalem
po box 19149, 91191 east jerusalem
t: jerusalem (+972 2) 589 0224, f: jerusalem (+972 2) 589 0274
t: gaza (+972 8) 677 7533/7527, f: gaza (+972 8) 677 7697
www.unrwa.org
united nations relief and works agency for palestine refugees in the near east
وكالة الأمم المتحدة لإغاثة وتشغيل اللاجئين الفلسطينيين في الشرق الأدنى
branding guidelines
unrwa
الاونروا
Publication title
All letters must be in lower case (no capitals)
Must stay

Informational

Agency wide

Implementation plans

Departmental

Reports

Descriptive

Special projects

Internal communications

UNRWA and the UN

Specifications (for covers only):

Size (large / small):	**A4 / A5**
Paper type:	**Chromo**
Paper weight:	**300 g**
Lamination:	**Matt**

Matt chromo paper recommended for inside pages.

Fundraising & partnerships

Emergencies

Appeals

Updates

Partners and donors

* UNRWA publications must include a copyright statement (© + name) to protect the intellectual property of the Agency and other copyright holders. The appropriate statement will depend on copyright ownership and the purpose of publication.

Copyright statements should be cleared by the Department of Legal Affairs: a.segall@unrwa.org.

e. CDs

Empty CD

CD with content

f. CD sleeve

This is the standard design for UNRWA CD sleeves. Publishers can add their own contact details. All other elements should be kept as in this original design.

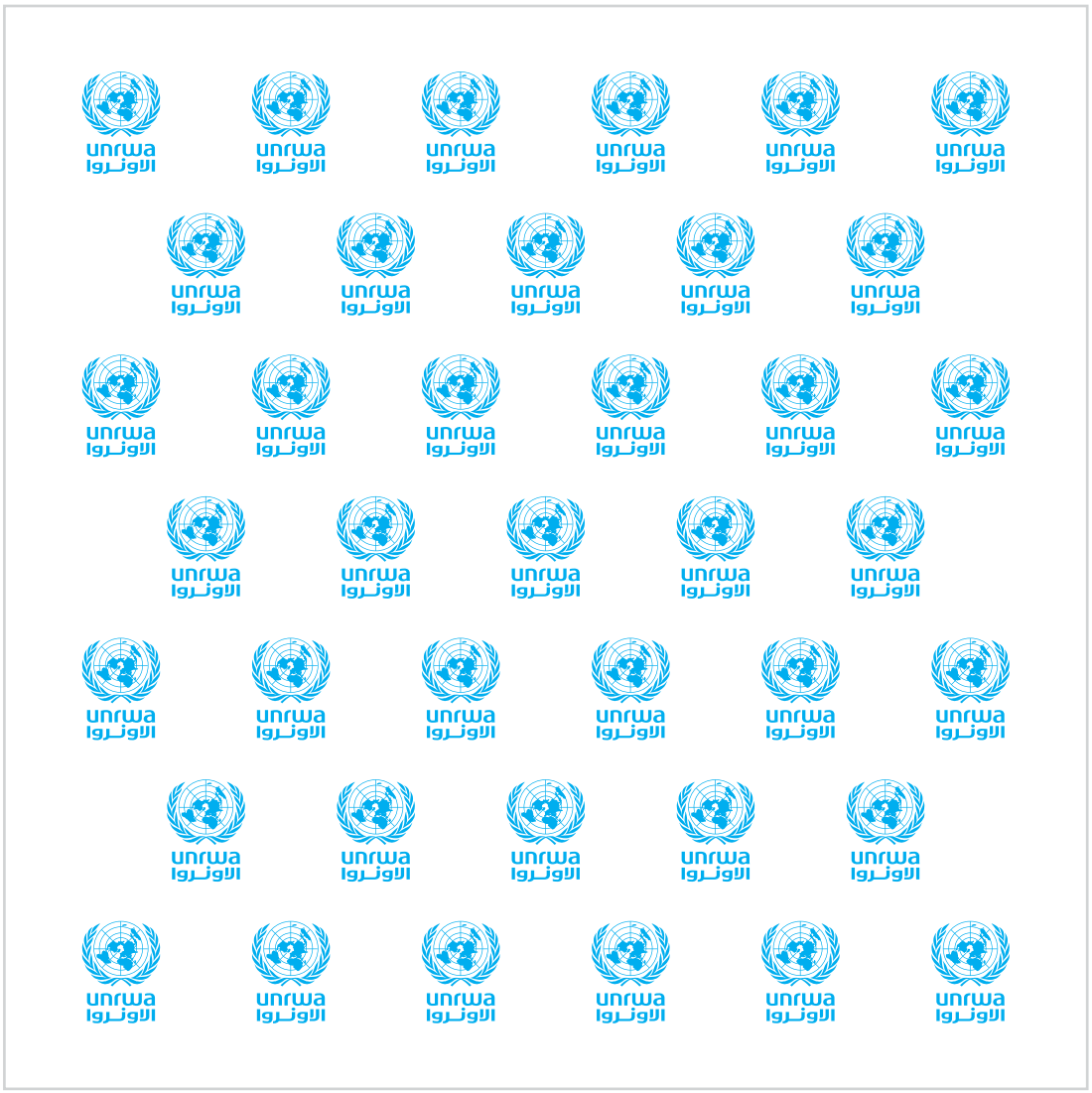
text here . . text here . . text here . . text here . .
This film has been produced with the assistance of the European Union. The contents of this film are the sole responsibility of UNRWA and can in no way be taken to reflect the views on the European Union.
European Union
Co-branding (if applicable)
European Union
unrwa
www.unrwa.org
Publisher's address and contact details
title here
text here . . text here . . text here . . text here . .
title here

Specifications:

Size when folded:	**13 cm X 13 cm**
Paper type:	**Chromo**
Paper weight:	**300 g**
Lamination:	**Matt**

3. Event branding

a. Repeating backdrop



b. Podium front

Specifications:

Size: **50 cm X 70 cm**
Paper type: **Chromo**
Paper weight: **170 g**
Mounted on foam board

c. T-shirts

unrwa
الاونروا

unrwa
الاونروا

unrwa
الاونروا
EUROPEAN UNION
Co-branding (if applicable)

unrwa
الاونروا

4. Installation branding

a. School sign

b. Clinic sign

c. Office sign

D. Photography

A good photo and caption are often all you need to tell a story. At UNRWA, we want to convey information that everyday readers can care about and understand. A photo and a 10 to 20 word caption can easily illustrate how UNRWA is making a difference. A 150 to 250 word narrative adds context, programme details, and supporting statistics.

Remember:
• The photograph brings the story to life
• The intro copy adds context
• The narrative shows how UNRWA assisted the person or community, detailing who, what, where, when, and why

1. Imagery: **A picture is worth a thousand words**

Imagery is an integral and vital part of UNRWA communications. Visual imagery — specifically photography — documents our daily activities, and conveys the spirit and energy of the Agency's work.

Since imagery will be used in all communications, from print to the web, we must ensure that it consistently captures the best of our work and showcases our success. In this way, audiences will connect emotionally with the subject, and the communication will have greater impact.

When preparing or selecting imagery, keep in mind these guidelines:

- Select images that are in focus and that are colourful and bright
- Focus on the positive aspects of UNRWA's efforts
- Demonstrate aid in action: our services on the ground
- Ensure the photo is relevant to the story
- Show people looking at camera, whenever possible
- In captions, include the 'who, what, when, where, and why' of the photo
- Credit the photographer as follows: ©Full Name/Organisation (eg UNRWA or AFP)
- ALWAYS obtain the consent of the person being photographed
- Shoot digital photos with at least a 3-megapixel resolution, original files at least 2000 pixels by 1500 pixels, high quality JPEG or TIFF format, RGB color mode. Offset printed images should be at least 300 pixels per inch and either CMYK or greyscale color mode.

These imagery guidelines can also be provided to photographers to help them create original imagery for UNRWA.

Make an emotional connection
The positive impact of the activity is immediately clear in this photo. Zooming in on detail is often more powerful than trying to capture a whole scene.

Show positive benefits
An image like this immediately conveys the positive impact UNRWA assistance has had on this child. While the One Laptop per Child computer is visible in the shot, the happy girl is the main subject.

Focus on success
It is important to show stories in context, and that our investment is paying off. Here a metal worker, in Yarmouk camp (Syria), who benefited from UNRWA's micro-credit programme is shown in his workshop which now provides a steady income for his family.

Demonstrate personal impact
Focusing on individuals who have benefited from UNRWA assistance will connect with readers in a meaningful way. You can feel the joy this young student is experiencing after hearing her project was selected to represent Palestine at a science fair in the US.

Show the brand in context
It is important to show the brand in context. An example is shown on the flour bag in this image.

2. UNRWA photos

Below are photos currently in use by the Communications Division. High resolution versions of these photos are enclosed in the branding DVD.

Human development goals

Human rights

A decent standard of livng

General

Long and healthy lives

Knowledge and skills

Inspirational

1

2

3

4

5

6

7

14

8

9

10

11

12

13

Explanatory

Education

15

16

17

18

19

Microfinance

20

21

22

23

Camp improvement

24

25

26

27

28

Cash for work

29

Vocational training

30

31

Health

32

33

36

34

35

Relief and social services

37

38

39

E. Powerpoint

Below are basic branded templates for use in any Powerpoint presentation about UNRWA. Text and data can be added as needed.

The recommended font for UNRWA Powerpoint presentations is Century Gothic.

unrwa
الاونروا
united nations relief and works agency
for palestine refugees in the near east
وكالة الأمم المتحدة لإغاثة وتشغيل
اللاجئين الفلسطينيين في الشرق الأدنى

Opening slide - English and Arabic

English only

Arabic only

Empty slide for text, images, maps or graphs

Space for publisher's details

End slide

C. Audiovisual branding

Credits of UNRWA films, clips and other audio visual materials must include the UNRWA logo and the following text:

UNRWA relies on donations.
To donate go to unrwa.org/donate.

This animated video tag must be added at the end of any film, clip or other audiovisual material.

Full branding kit: DVD index

1. **Branding guidelines pdf**
2. **Logo**
   - a. Adobe Indesign CS5.5
   - b. Adobe Indesign idml
   - c. High resolution jpeg
   - d. Low resolution jpeg
   - e. Transparent png
   - f. pdf
   - g. Main partner logos
3. **Fonts (Arabic and English)**
4. **UNRWA summary (Arabic and English)**
5. **Templates**
   - a. Stationery
     1. Letterheads
     2. Envelopes
     3. Business cards
     4. Email signatures
   - b. Publications
     1. Media kits
     2. Newsletters
     3. Fact sheets
     4. Brochures guide
     5. CDs
     6. CD sleeves
   - c. Event branding
     1. Repeating backdrop
     2. T-Shirts
   - d. Installation branding
     1. School sign
     2. Clinic sign
     3. Office sign
6. **Photography**
7. **Powerpoint**
8. **Audiovisual branding**
9. **Writing style guide**

unrwa
الاونروا

دائرة العلاقات الخارجية والاتصال
الأونروا - القدس
العنوان البريدي: ص.ب: ١٩١٤٩، ٩١١٩١ القدس الشرقية
هـ: القدس: ٥٨٩٠٢٢٤ (٢ ٩٧٢+). ف: ٥٨٩٠٢٧٤ (٢ ٩٧٢+)
هـ: غزة: ٧٥٢٧ / ٦٧٧٧٥٣٣ (٨ ٩٧٢+). ف: ٦٧٧٧٦٩٧ (٢ ٩٧٢+)

communications division
unrwa jerusalem
po box 19149, 91191 east jerusalem

t: jerusalem (+972 2) 589 0224, f: jerusalem (+972 2) 589 0274
t: gaza (+972 8) 677 7533/7527, f: gaza (+972 8) 677 7697

www.unrwa.org